

Quality of Public Services at the "Pusyan Gatra" Service Unit of the Situbondo Regency Population and Family Planning Control Office

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Abstract

One of the government agencies that provide services to the public is the health care service reproduction and information about the family is the Population and Family Planning Office of Situbondo Regency. In order to reach all communities to all corners easily, the provision of services is centralized through the service unit "Pusyan Gatra" spread across 17 sub-districts. The service unit "Pusyan Gatra" or Center for Prosperous Family Services is a program inaugurated by the Population and Family Planning Agency in April 2012. In the opinion of Zeitamhl and Parasuraman, who explained that to know the quality of services will be perceived tangibly by the community, there must be the primary indicator of satisfaction which lies in 5 (five) dimensions; Tangibles, Reliability, Responsibility, Assurance, and Empathy. However, it turns out that the implementation of services in the service unit "Pusyan Gatra" has not fully satisfied the community as a service user. Researchers found problems with community complaints belonging to several service groups from officers or extension workers of the service unit "Pusyan Gatra". Counselling, mentoring, and counseling services with counseling materials usually routinely carried out according to a composed schedule is hampered. This research is a descriptive study with a qualitative approach that presents factual, systematic, and accurate data on these facts or phenomena. The primary data got from interviews with informants. Secondary data is taken from a review of factual data in the service unit "Pusyan Gatra" related to services provided in the service unit and data on performance achievement or service success until 2020. The data collection techniques used to produce subjective data are observation, interview, and documentation. The results showed that the quality of service in the service unit "Pusyan Gatra" of Mangaran and Anchor Sub-districts is by the dimensions Tangible, Reliability, Empathy (empathy), and Assurance (Guarantee) since the formation of the service unit in 2015 to 2019. Researchers found discrepancies in the field about the services of the "Pusyan Gatra" service unit in Mangaran and Anchor Sub-districts with the dimension of responsiveness that occurred from the beginning of 2019. The implementation of public services in the service unit "Pusyan Gatra" is considered not by the community's expectations as a service user. It needs to be improved by improving the quality of services. It is related to the empowerment of human resources as an ASN apparatus and

increasing cooperation between ASN apparatus in the Situbondo Regency Population and Family Planning Office. Internal supervision also needs to be carried out on an ongoing basis in order to be able to improve and improve the quality of services with several innovations in the service unit "Pusyan Gatra" of Mangaran and Anchor Districts.

Keywords: Quality of Public Services, Pusyan Gatra Service Unit DPPKB

I. INTRODUCTION

Humans have primary, secondary, and tertiary needs to be fulfilled to maintain life. These include the needs of population administration, health, education, banking, security and safety, and other affairs that require assistance from other parties to fulfill them. The government should serve the rights of every citizen and resident to provide basic needs in the form of goods and services as the mandate of the 1945 Constitution of the Republic of Indonesia. So, in essence, the provision of public services is how the implementation of public services makes it easier for the public to solve a problem, both administration and goods, and services. It means that there is an expansion of the responsibilities of the central and local governments to maintain the provision of public services for the community. Increasingly good services from local government officials directly or indirectly will make people more confident, and in turn, the community will make a positive contribution to the government.

Law No. 25 of 2009 concerning Public Services and Law No. 23 of 2014 concerning Regional Government were later revised by Law No. 9 of 2015, explaining the authority to expand government administration. This law discusses the obligation of public service providers to include public service implementers with the public as service users and related parties in drafting and establishing a public service standard. In providing services, the quality of public services is a must to obtain legal certainty, costs, and prerequisites for procedures and mechanisms. Fandy Tjiptono (2016:51) revealed that service quality is a dynamic state closely related to products, services, human resources, and the environment that can at least meet or even exceed the expected service quality.

One government agency that provides services to the community in reproductive health and information about families is the Situbondo Regency Population and Family Planning Control Office. The main tasks and functions of this office are to carry out some of the duties of the Regent in the field of population control, family planning, family resilience, and welfare. It is easy to reach the whole community. The provision of services is centralized in the corners through the service unit "Pusyan Gatra," which is spread across 17 districts.

The service unit "Pusyan Gatra" or Center for Prosperous Family Services is a program inaugurated by the Population and Family Planning Agency in April 2012. The types of services contained in the "Pusyan Gatra" service unit include KKB Information and Documentation Services, Adolescent and Youth Family Counseling, Pre-marriage Counseling, Toddler and Toddler Family Counseling, Birth Control and Reproductive

Health Counseling, Elderly and Elderly Family Counseling, Harmonized Family Counseling, Family Economic Business Development. In the opinion of Zeithaml and Parasuraman (in Hardiansyah 2011:57) which explains that to know the quality of services will be perceived visibly by the community, there must be the primary indicator of satisfaction located in 5 (five) dimensions, namely Tangibles, Reliability, Responsibility, Assurance, and Empathy. However, it turns out that the implementation of services in the service unit "Pusyan Gatra" has not fully satisfied the community as a service user.

Service quality or service quality is a descriptive method to describe customer satisfaction. This method was developed by A. Parauraman, Valerie A Zeithaml, and Leonard L Berry through an article in the Journal of Marketing. The method in the journal was then revised to "SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality" (in Hardiansyah, 2018:57), explaining that the level of service quality expected by customers can be divided into two is as follows:

a. Desired Service

This level is the customer's expectations related to the desired service, namely the customer's trust about the service received with the service that should be received.

b. Adequate Service

This level is when the community as a customer receives services. It is also related to the ability of a company to meet the demand for services from the community.

It can conclude from the many complaints from the community about the speed of service, procedures, and officers' attitude or behavior. It is also supported by data on the value of the public satisfaction interval in 2019 in the field of the speed of service, procedures, and attitudes or behavior of officers between 3.01-3.22 (B / Good). This value is low compared to other service areas such as requirements, settlement time, costs/rates, product specifications, types of services, competition executors, handling complaints, and infrastructure facilities; (data source: Satisfaction Survey report of the Situbondo Regency Population and Family Planning Office 2019)

Every government agency has a Standard Operating Procedure (SOP) used as a guideline or reference to carry out its main tasks and functions and become a parameter to assess the quality of services. By the established SOP, the scope of duties of the service unit "Pusyan Gatra" provides services in the form of counseling, assistance, and counseling to people who belong to several development groups in each sub-district. Regular meeting schedules of the activity group are scheduled for Monday and Thursday at 9: 00 a.m. to

2.00 p.m. The content of assistance and counseling is about advocacy, communication, information, and education related to child/toddler parenting, premarriage, family

welfare, contraceptive devices, and fostering family economic business. Researchers found problems with community complaints belonging to several service groups from officers or extension workers of the service unit "Pusyan Gatra". Counselling, mentoring, and counseling services with counseling materials usually routinely carried out according to a composed schedule is hampered. Based on the results of interviews between researchers with the chairman or vice-chairman of the construction group from Mangaran and Anchor Districts, it was explained that the lack of response of the counselor resulted in some counseling materials not being conveyed well.

The researcher can explain a discrepancy between the Standard Operating Procedure (SOP) and reality that occurs in the community as a service user in the service unit "Pusyan Gatra". Researchers are interested in taking research samples at the "Pusyan Gatra" service unit in Mangaran and Anchor Districts because the quality of service of these two service units is still poor among the other 15 service units of "Pusyan Gatra". The new paradigm of public services places society as a user of services and local government in an equal position by its role as a civil servant. The government should monitor and pay attention to the satisfaction and opinions of the community as the party serves. This principle aligns with the essence of Law Number 32 of 2004 concerning Local Government Authority (autonomy) and efforts to realize public welfare through improving public services, community empowerment, and increasing the role and community. One of the law items states that the government has authority and responsibility, determines minimum service standards, and pays attention to quality public services.

The quality of public services means that there are dynamic changes in quality to adapt to the development of the situation and conditions of the community. The quality of this service can also be interpreted as the level of community satisfaction. Meanwhile, the community's level of satisfaction is obtained from comparing the types of services received by the community as consumers with the types of services expected.

II. RESEARCH METHODS

This research is a descriptive study with a qualitative approach that presents factual, systematic, and accurate data on these facts or phenomena and uses service quality methods from Zeithaml and Parasuraman. Primary data was the results of interviews with informants from the "Pusyan Gatra" service unit of the Situbondo Regency Population and Family Planning Control Office, including the Head of the Situbondo Regency Population and Family Planning Control Office, the Implementation Coordinator and Counsellor or field extension officers/ workers in the "Pusyan Gatra" service unit and the community as service users in the "Pusyan Gatra" service unit. Secondary data is taken from a review of factual data in the service unit "Pusyan Gatra" related to services provided in the service unit and data on performance achievement or

service success until 2020. The data collection techniques used to produce subjective data are observation, interview, and documentation. The qualitative data analysis of interactive models used by researchers is a continuous effort that includes data reduction, data presentation, and drawing conclusions or verification.

III. RESULTS AND DISCUSSION

A. Apparatus of the Situbondo Regency Population and Family Planning Office

The person who occupies the most significant portion is the rank of Stylist. It shows a need to improve the quality of human resources, which will later affect the improvement of standards and quality of service to the public—the total number of employees in the Situbondo Regency. Population and Family Planning Office consists of 5 Structural Officers, 10 General Functional Officers, 44 Functional Officers, and 44 KB Counsellors. One of the tasks of the Situbondo Regency Population and Family Planning Office is to make general policies related to population development patterns, with the aim of Indonesia, which adheres to a strong foundation in population-oriented development. Based on Law Number 52 of 2009 concerning Population Development and Prosperous Families, it is necessary to have a solid legal foundation in the implementation of population control and family development in Indonesia in order to be able to achieve balanced population growth and the realization of small, happy and prosperous families. If balanced population growth is achieved, the development of family quality will improve in all aspects. It has a good effect on national development and makes people's lives more developed and independent. It can accelerate sustainable development goals.

Then the central and local governments establish family development policies through fostering family resilience and welfare. This wisdom aims to support the family and carry out family functions optimally. Some dimensions of family development will be related to efforts to foster family resilience and well-being. The proper population on development goals is the main goal because substantial efforts are needed to improve the efficiency of family planning programs. While the conditions that occur at this time, the weakening commitment to family planning programs impacts the high population growth in Indonesia. As a result, it further aggravates social, economic, and environmental problems. So, there must be a solution to these problems and impacts with real action from relevant government agencies. Therefore, to succeed in the policy program, the BKKBN, through the Office of Population and Family Planning Control in each regency, established the Prosperous Family Service Center or PPKS, which is a platform.

Activities to provide services through counseling, guidance, and facilitation of KIE (Communication, Information, and Education) conducted directly to families. So, it is hoped that this service will be able to form a quality family. This approach pattern through PPKS also supports the assistance and development of the quality of human

resources. It includes early childhood education, parenting, parenting problems and assistance to families who have teenage children, mentoring and counseling in marriage preparation, counseling and counseling for KB and KR, and counseling and family efforts in building economic businesses. The purpose of socializing and counseling PPKS is to achieve Indonesian families who can carry out their functions properly. Because the family is the principal thing for the growth of the nation's budding generation, including instilling life values for their family members. In order to set a strategy for achieving various goals, the Office of Population and Family Planning examines the conditions and environment that can affect the implementation of the main tasks and functions. Some of the service performance expected from the Population and Family Planning Control Office include Coverage of Fertile Couples whose wives are under 20 years of age, Coverage of Fertile Couples to become New KB MKJP participants, Coverage of target Fertile Couples to become Active KB Participants, Coverage of Fertile Couples who want to have an unmet need (Unmet Need), Coverage of Toddler Family Development Members (BKB) who are KB, Coverage of KB participants Business Members Increasing Prosperous Family Income (UPPKS) who are KB, Ratio of Family Planning Field Officers/Family Planning Counsellors (PLKB), with A total of one officer for 2-3 villages, Ratio of Family Planning Assistants (PPKBD) 1 (one) officer in each Village/Village, Coverage of the provision of family microdata information in each Village/Village 100% annually.

B. Services at the "Pusyan Gatra" Service Unit of the Population and Housing Control Office Situbondo Regency Family Planning

Researchers took research samples at the Service Unit "Pusyan Gatra" of the Situbondo Regency Population and Family Planning Control Office "in Mangaran and Anchor Sub-districts. The results of the study show that since it was officially formed in 2015 to 2019/2020, the Service Unit "Pusyan Gatra" of Mangaran District has provided assistance, counseling, and guidance to the Tribuna group. There are five groups, including the BKB group (Family Planning Development), as many as 12 groups, bKR group (Family Planning Development) as many as 10 groups, BKL group (Elderly Family Development) as many as 10 groups UPKS (Prosperous Family Improvement Business) as many as 11 groups, and PIK R/M group (Adolescent and Student Information and Consulting Center) as many as 6 groups. Overall, the number of Tribuna groups in the service unit "Pusyan Gatra" amounted to 49 groups. Meanwhile, the Anchor District was officially formed in 2015 to 2019/2020, the activities of the Service Unit "Pusyan Gatra" in the Anchor District have been providing assistance, counseling, and guidance to the Tribuna group. There are 5 groups, including 10 groups of BKB (Family Planning Development), 7 groups of BKR (Family Planning Development), 9 groups of BKL (Elderly Family Development), 12 groups of UPKS (Prosperous Family Improvement

Business), and 8 groups of PIK R/M (Youth and Student Information and Consulting Center). Overall, the number of Tribina groups in the service unit "Pusyan Gatra" amounted to 46 groups.

The field study results describe the service of the service unit "Pusyan Gatra" of Mangaran and Anchor Sub-districts serving the community as service users every Monday to Thursday from 9: 00 a.m.-12: 00 p.m. by the agreement between the officers/extension workers and service users. The operators or executors of services in the "Pusyan Gatra" service unit are 9 (nine) people, including Coordinators/Chairpersons, Deputy Coordinator, Secretary, Treasurer, PAKK Treasurer, and 4 (four) counselors. Service officers/counselors in the service unit "Pusyan Gatra" consist of counselors by the counsel provided, including psychologist counselors, KB and KR counselors, medical counselors, premarital counselors, and family economic business counselors. The implementation of services in the service unit "Pusyan Gatra" is under the Head of the Population and Family Planning Control Office of Situbondo Regency. The implementation of services in the service unit "Pusyan Gatra" is under the Head of the Population and Family Planning Control Office of Situbondo Regency. Suppose there are problems such as complaints from the community as service users. In that case, the service unit "Pusyan Gatra" has procedures for the implementation of complaints and follow-up in order to find solutions or solutions to overcome the problem. The service unit "Pusyan Gatra" guarantees the implementation of services that provide a sense of security, free from dangers and risks of hesitation and doubts to the community as a service user. To evaluate the implementation of service activities to determine how far the material is conveyed to the community. The form of evaluation is in the form of a Community Satisfaction Index that was only implemented in 2019.

C. Service Quality of Service Unit "Pusyan Gatra" on Tangible Dimensions (Realized)

Service quality is an empirically derived method used by service organizations to improve service quality. This method includes developing an understanding of the service needs perceived by the community. It is measured by the perceived quality of service for the organization concerned, then compared to an "excellent" organization. The resulting gap analysis can then improve the quality of services (Hardiansyah 2018: 57).

The results of research using indicators in the dimensions tangible (tangible) consider good because:

- a. Appearance of officers/apparatus in serving service users;
- b. Convenience of the place where the service is performed;
- c. Ease in the service process;
- d. Discipline of officers/apparatus in performing services;

- e. Ease of access of service users in service applications;
- f. Use of in-service aids.

Service Quality of Service Unit "Pusyan Gatra" on the Reliability Dimension (Reliability)

The results of research using indicators in the dimensions reliability (reliability) considers good, because:

- a. The diligence of officers in providing services;
- b. Have clear standards of service;
- c. The ability of officers/apparatus to use aids in the service process;

The Quality of Service of the Service Unit "Pusyan Gatra" on the Responsiveness Dimension (Response/responsiveness)

The results of research using indicators in the dimension of responsiveness (response and fast response) consider bad and not fulfilled because:

- a. Not Responding to every service user who wants to get service
- b. Officers/apparatus do not perform services quickly;
- c. Officers/apparatus does not perform services properly;
- d. Officers/apparatus do not perform services carefully;
- e. Officers/apparatus do not perform services on time;
- f. All customer complaints do not immediately receive a response from the officer/apparatus.

The "Pusyan Gatra" service unit in Mangaran and Anchor Sub-districts are not appropriate and less fulfilled on the Responsiveness dimension since the beginning of 2019. Implementing public service standards of 6 (six) points above is not to the public's expectations as a service user.

Service Quality of Service Unit "Pusyan Gatra" on Dimension Assurance (Assurance)

The results of research by using indicators in the dimensions assurance (guarantee) considered good because:

- a. Officers provide timely assurance in service;
- b. Officers provide guarantees for in-service expenses;
- c. Officers provide guarantees of legality in the service.

Service Quality of Service Unit "Pusyan Gatra" on the Empathy Dimension (Empathy)

The results of research using indicators in the dimensions empathy (empathy)

consider good because:

- a. Prioritizing the interests of service users;
- b. Officers serve with a friendly attitude;
- c. Officers serve with courtesy;
- d. Officers serve in a non-discriminatory manner;
- e. Officers serve and value each user of the service.

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D. The results of research conducted by researchers by implementing 14 components Public service standards in Law No. 25 of 2009 and 5 (five) dimensions of public service quality belonging to Zeithaml show the biggest obstacle to the service process in the "Pusyan Gatra." The service unit of Mangaran and Anchor Sub-districts is the lack of response/quick response of officers in providing services. This problem is due to the number of human resources as an apparatus in each service unit "Pusyan Gatra" in Kecamatan Mangaran and Anchor being reduced. Efforts to improve and improve the quality of public services at the "Pusyan Gatra" service unit in Mangaran and Anchor Sub-districts are on the recapitulation of visitor data value per quarter of the year 2019/2020 and obtaining the value of the Public Satisfaction Index in 2019 on the elements of speed, service procedures, and attitude/behavior of officers. Internal oversight of the Situbondo Regency Population and Family Planning Control Office should be carried out in order to be able to improve and improve the quality of public services, including the empowerment of human resources as an ASN apparatus (counselors or extension officers/workers) and increased cooperation between the apparatus at the Situbondo Regency Population and Family Planning Office with the service unit "Pusyan Gatra" of Mangaran and Anchor Districts. Some innovations carried out by the "Pusyan Gatra" service unit of Mangaran and Anchor Sub-districts to improve the quality of services include PUSYAN GATRA GOES TO SCHOOL, socialization through printed media, and Pusyan Gatra with the elderly

This innovation not only provides changes and improvements in the quality of public services in the service unit "Pusyan Gatra" of Mangaran and Anchor Districts but also provides an example to service units in 15 other districts to make similar innovations. Improvements in the quality of public services carried out by the service unit "Pusyan Gatra" in Mangaran and Anchor Sub-districts receive support from the community both as service users and not service users that it runs well and smoothly.

E. Verification of Comparative Data on Service Quality Between Hope and Reality for Service User in Service Unit "Pusyan Gatra"

In the description of the discussion, the researcher has explained the research

results on the quality of services in the "Pusyan Gatra" service unit at the Situbondo Regency Population and Family Planning Control Office by using the servqual method. The quality of services in the "Pusyan Gatra" Service Unit uses the service quality method (servqual). Service quality dimensions include tangible, reliability, responsiveness, assurance, and empathy, with the lowest score in the responsiveness dimension.

The low score on the responsiveness dimension is influenced by the lack of response/slow response of officers and counselors in providing services in the form of counseling and assistance regarding birth control information to service users. Officers /extension workers are considered not to carry out their duties properly or cannot "pick up the ball" while on the field. As a result of the lack of response or the slow progress of the officers/extension workers, the counseling and assistance materials could not be completed on time and were not delivered properly.

Situbondo Regency Office of Population and Family Planning strives to maintain a score on the dimensions of service quality that have been fulfilled and by the expectations of service users. By providing full support or support to service officers and extension workers in the service unit "Pusyan Gatra," especially in Mangaran and Anchor Sub-districts, to continue to provide services wholeheartedly to service users. Efforts to improve the quality of services in the responsiveness dimension (quick response) with the lowest score have also been carried out, such as including service officers or extension workers in seminar and workshop activities and cooperation between the apparatus at the Population and Family Planning Office of Situbondo Regency with the service unit "Pusyan Gatra" of Mangaran and Anchor Districts.

IV. CONCLUSION

The research conducted by researchers in the field on the services of the "Pusyan Gatra" service unit in Mangaran and Anchor Districts has not been by the dimension of responsiveness since the beginning of 2019. The implementation of public service standards of 6 (six) points above is not to the public's expectations as a service user. Efforts to improve the quality of public services in units.

The service "Pusyan Gatra" in Mangaran and Anchor Sub-districts is also based on the recapitulation of visitor data acquisition per quarter of 2019/2020 and the value of the Public Satisfaction Index in 2019 in the elements of speed, service procedures, and attitude/behavior of officers. Internal oversight of the Situbondo Regency Population and Family Planning Control Office must be carried out in order to be able to improve and improve the quality of public services, including the empowerment of human resources as an ASN apparatus (counselors or extension officers/workers) and increased cooperation between the apparatus at the Situbondo Regency Population and Family Planning Office with the service unit "Pusyan Gatra" of Mangaran and Anchor Districts. Some innovations carried out by the "Pusyan Gatra" service unit of Mangaran and Anchor

Sub-districts to improve the quality of services include PUSYAN GATRA GOES TO SCHOOL, socialization through printed media, and Pusyan Gatra with the elderly.

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